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**COLECO
VISION™**

THE ARCADE QUALITY
VIDEO GAME SYSTEM

BONUS!
**DONKEY
KONG™**
CARTRIDGE
INCLUDED

The advertisement features a central image of the Coleco Vision console and a numeric keypad. Above the console is a large, colorful collage of various video game screens, including titles like Donkey Kong, Space Invaders, and others. The text 'COLECO VISION™' is prominently displayed in a large, stylized font. Below the title, it says 'THE ARCADE QUALITY VIDEO GAME SYSTEM'. In the bottom right corner, a yellow starburst sticker announces a bonus: 'BONUS! DONKEY KONG™ CARTRIDGE INCLUDED'.

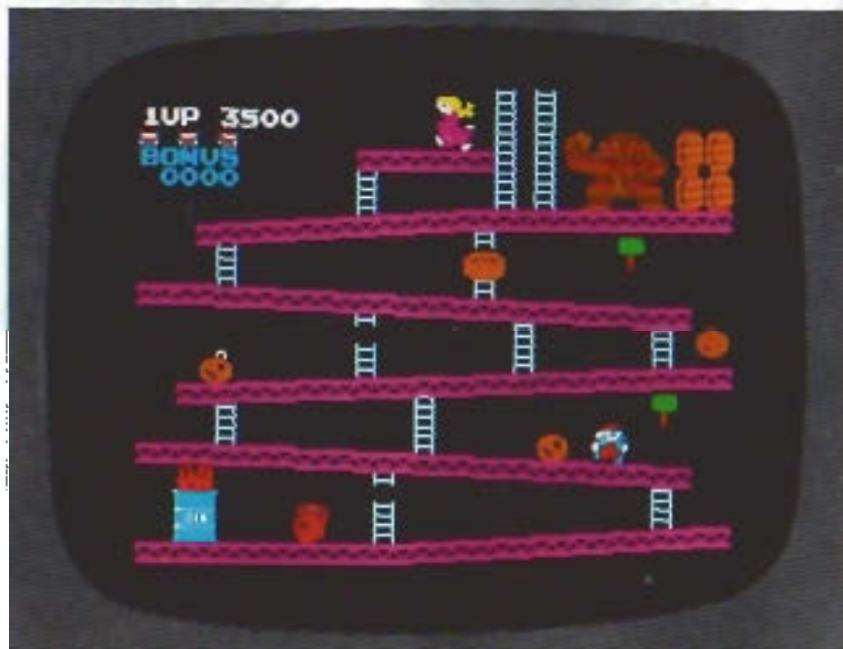
INTRODUCING

COLECO VISION™

the "state of the art" video game system for now, and in the future! ColecoVision™ is revolutionary in three ways:

Unsurpassed graphic resolution at an unusually low price; **superior game play control** with realistic arcade-type controllers; and a remarkable **expansion module** capability insuring that ColecoVision™ will *always* be the state of the art video game system.

Graphic resolution is what you see, the re-creation of reality. ColecoVision's™ graphic resolution is unsurpassed in sharpness and detail. The ColecoVision™ system re-creates



all the action and excitement of the real arcade games with incredible precision!

In the important area of player control of game action, ColecoVision™ again stands for "state of the art" technology. The heart of that technological breakthrough is the **ColecoVision™ controller**. It provides more precise control of game play than any other system, with the 8 direction joy stick for full field movement, the push-button keyboard, and 2 independent fire/action buttons for exciting interactive game play. ColecoVision™ is the most advanced video system for today and tomorrow—



because
of another
technological

breakthrough—

an expansion module interface—a "window on the future" that gives ColecoVision™ unique add-on capability. So as new technology develops, it can be plugged into the system. In other words, we've made obsolescence obsolete.

The first example is a remarkable **expansion module** (available separately) that transforms ColecoVision™ into the first video game system on the market that accepts cartridges from other manufacturers.

With Expansion Module #1, ColecoVision™ owners can

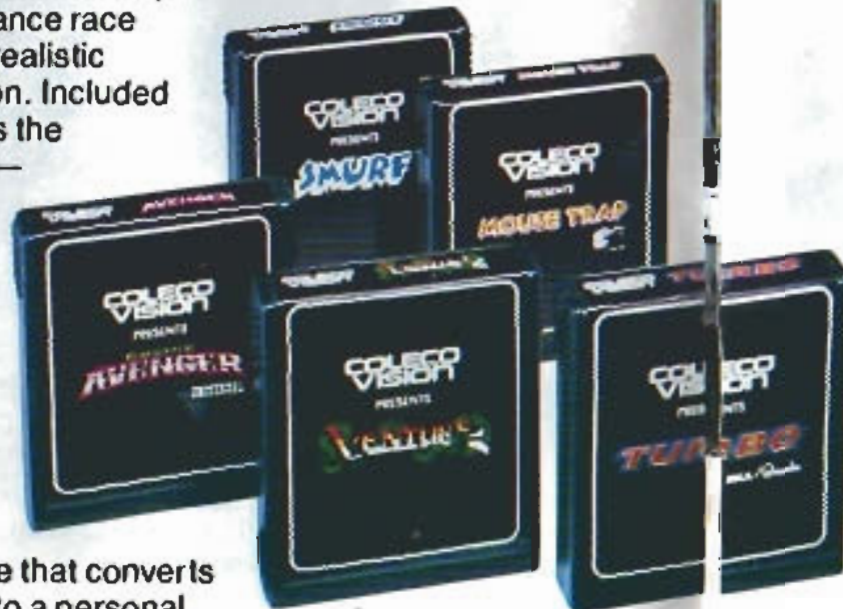
enjoy the entire library of existing and future game cartridges that are compatible with the Atari® Video Computer System™ and the Sears Video Arcade™ . . . including Activision™ cartridges. It also provides Atari® Video Computer System™ and



Sears Video Arcade™ owners the opportunity to upgrade their systems to ColecoVision™ without discarding their cartridges.

Additional expansion modules (purchased separately) will be available soon. There's Driving Module #2 that converts ColecoVision™ into the cockpit of a high performance race car and provides realistic motor sports action. Included with this module is the Turbo™ cartridge—an exciting arcade race game. Other driving cartridges, for use with this module, will be offered.

Also available soon will be an Expansion Module that converts ColecoVision™ into a personal



computer with an advanced keyboard.

High resolution cartridges for ColecoVision™ are equally advanced. The included cartridge with ColecoVision™ is **DONKEY KONG™**, one of the hottest arcade games on the market. This cartridge, with its popular licensed game play and arcade quality graphics, is representative of the type of high resolution graphics and exciting game play that are offered in all ColecoVision™ cartridges. The **extensive new line of exclusive licensed ColecoVision™** cartridges includes arcade games, sports games, strategy games, play and learn games, action games, fantasy games and casino games.

Get in on all the excitement of home video entertainment now—with ColecoVision™.

Atari® and Video Computer System™ are trademarks of Atari, Inc. Sears Video Arcade™ is the trademark of Sears Roebuck and Co. Turbo™ is a trademark of Sega Enterprises, Inc. Activision™ is a trademark of Activision, Inc. DONKEY KONG™ is the trademark of Nintendo of America, Inc. © 1981 Nintendo of America, Inc. Exclusive Licensee—Coleco Industries, Inc.



DONKEY KONG™

by Nintendo™



ARCADE GAME CARTRIDGE

#2411 DONKEY KONG™ by Nintendo™ Included with ColecoVision™. In this engaging game, Donkey Kong™ the ape has captured Mario's girlfriend and has taken her to the top of a steel fortress. You've got to get Mario to the top to save her! But—as he runs across the girders and up the ladders, the ape throws barrels at him to prevent his progress! There are even fireballs that block his path! Will Mario avoid the barrels and fireballs and rescue his girl in time?

DONKEY KONG™ is the trademark of Nintendo of America Inc. © 1981 Nintendo of America Inc. Exclusive Licensee—Coleco Industries Inc.



The Official

SPACE FURY™

by SEGA®



ARCADE GAME CARTRIDGE

#2415 SPACE FURY™ by Sega®

This furious space battle game puts you in control of a powerfully equipped space ship that must defend itself against a converging alien formation. After the first encounter, you can refuel your ship and improve your defense with additional weapons. But—alas—the aliens have also regrouped their forces and are back on the attack with awesome strength! Can you defeat them?

SPACE FURY™ and Sega® are the trademarks of Sega Enterprises, Inc. © 1981 Sega Enterprises, Inc.





ARCADE GAME CARTRIDGE

#2417 VENTURE™ by Exidy™

In this unique game, you control Winky™—the heroic adventurer—who is off on an expedition to claim the treasures that are hidden in the dungeon. Each treasure is in a chamber—protected by dangerous monsters. Winky™ must use his bow and arrow to ward off the monsters and claim the treasures. The more he ventures—the more he gains!

VENTURE™ and WINKY™ are the trademarks of Exidy Incorporated © 1981 Exidy Incorporated



ARCADE GAME CARTRIDGE

#2418 SIDE TRAK™ by Exidy™

This fast-moving game puts you in control of a thundering locomotive. You must direct the locomotive down the track and pick up the passengers along the way. In doing so, you must avoid a deadly runaway train that is out to demolish your locomotive! Can you stay on the track and score?

SIDE TRAK™ is the trademark of Exidy Incorporated © 1979 Exidy Incorporated



Exidy's

MOUSE TRAP™



ARCADE GAME CARTRIDGE #2419 Exidy's MOUSE TRAP™

This unusual maze game puts you in control of a mouse who must be guided through a labyrinth of doors and corridors. As it goes, the mouse eats cheese bits and tries to avoid the ravenous cats. At times, the mouse can transform into a dog and go after the cats! To escape, the mouse can go through a secret tunnel. Open or close groups of doors to change the maze and fool the cats! Can you get the mouse through?

MOUSE TRAP™ is the trademark of Exidy Incorporated © 1981 Exidy Incorporated



by Exidy™



ARCADE GAME CARTRIDGE

#2421 SPECTAR™ by Exidy™

In this fast action game, you must direct an armoured car through a tangled maze—negotiating sharp turns at unbelievably high speeds. But as you traverse the terrain, a variety of tank-like vehicles emerge to attack and destroy your car. How many of the enemy vehicles can you outmaneuver and destroy in the allotted time?

SPECTAR™ is the trademark of Exidy Incorporated © 1980 Exidy Incorporated





ARCADE GAME CARTRIDGE

#2431 RIP CORD™ by Exidy™

This daring sky diving game puts you in charge of a parachutist. You've got to time his jump out of a high altitude plane, and allow him to free fall as long as you dare. Then, pull his rip cord, and get him to land exactly on one of the targets. But watch out—the sky is full of dangerous helicopters. The sky diver must avoid them to survive!

RIP CORD™ is the trademark of Exidy Incorporated © 1978 Exidy Incorporated



ARCADE GAME CARTRIDGE

#2433 LADY BUG™ by Universal

In this game, you direct a lady bug through a maze. While eating dots, she must avoid running over the poisonous skulls and encountering the evil insects which are out to devour her. Revolving doors permit her to change the maze and thwart her pursuers! Can you get her safely through?

LADY BUG™ is the trademark of Universal Co., Ltd. © 1981 Universal Co. Ltd.



COSMIC AVENGER™

UNIVERSAL



ARCADE GAME CARTRIDGE

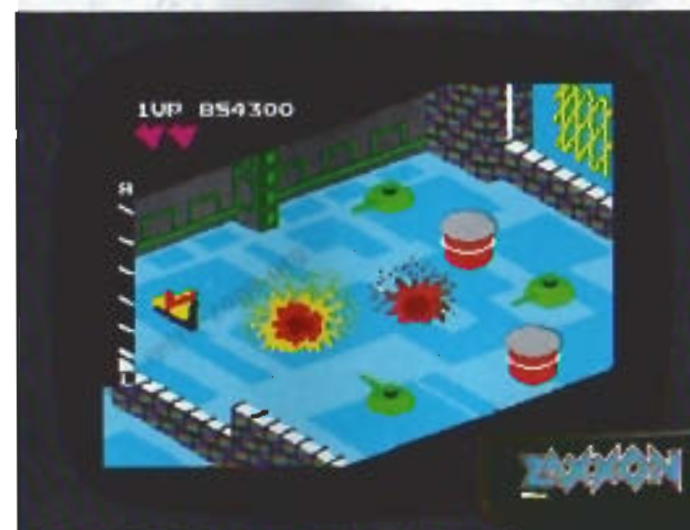
#2434 COSMIC AVENGER™ by Universal

This futuristic air and sea battle game is fought between a ship you control and an advanced alien civilization. You maneuver your ship over the complex enemy cities and beneath the ocean, firing as you go. Your goal is to destroy the enemy's installations while avoiding their relentless return fire! How far can your ship penetrate?



The Official ZAXXON™

by SEGA®



ARCADE GAME CARTRIDGE

#2435 ZAXXON™ by Sega®

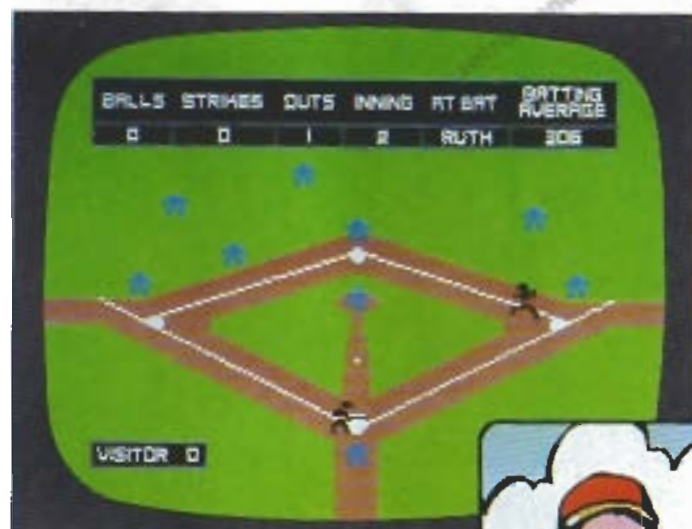
This fantastic three dimensional space battle game puts you in control of a futuristic spaceship. The ship zooms through the sky, diving down to bomb the enemy fighter planes and to attack the enemy's installations. The ship must avoid hazardous walls, devastating force fields and the enemy's fire to survive and score! Can you make it?



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COSMIC AVENGER™ is the trademark of Universal Co., Ltd. © 1981 Universal Co. Ltd.

head to head™ baseball



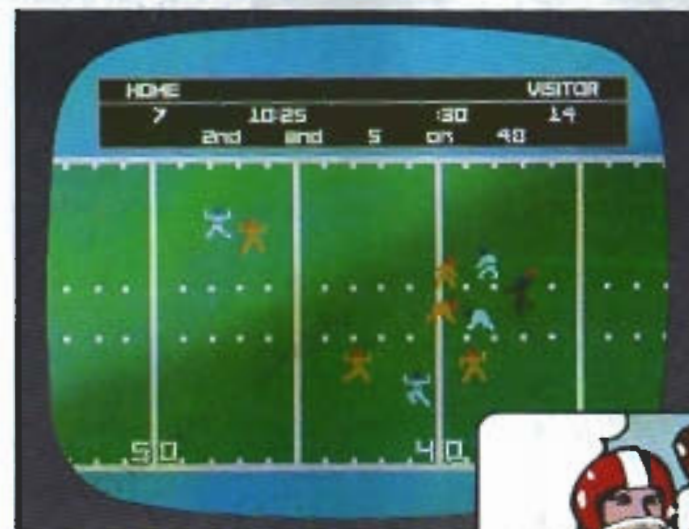
SPORTS GAME CARTRIDGE

#2423 HEAD TO HEAD™ BASEBALL

In this realistic two player sports game, authentic baseball action is at your fingertips. Play against an opponent! Get up to bat and use all your major league skills—swing away—hit and run—steal! In the field, catch fly balls, line drives and grounders and throw runners out! The ball's shadow helps you position your fielders. The scoreboard keeps track of all the statistics!



head to head™ football



SPORTS GAME CARTRIDGE

#2422 HEAD TO HEAD™ FOOTBALL

In this action packed sports game, you and your opponent compete in on-the-field action like never before! You call the plays, set the formation. The offense can call a play—sweep left, go for the bomb, run a draw play. The defense can blitz the quarterback, tackle, and intercept. It's just like being on the field!



SKIING



SPORTS GAME CARTRIDGE

#2436 SKIING

This unusual skiing game actually gives you the skier's perspective—seeing the course right through his goggles! The skier must race down the snow covered slopes, negotiating the sharp curves with precision and avoiding the treacherous moguls, trees and other obstacles. His goal is to traverse the course and reach the finish in record time! Go for it!



HORSE RACING

FIDELITY



CASINO GAME CARTRIDGE

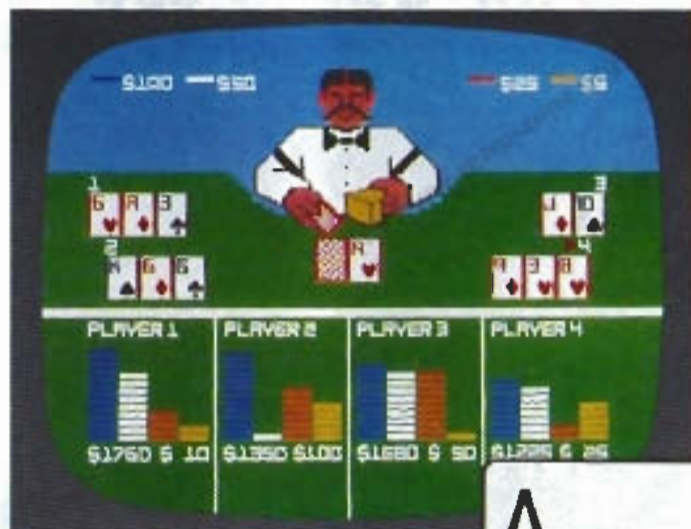
#2442 HORSE RACING by Fidelity

They're off and running! This horse racing game puts you right at the track—with realistic sound effects and authentic action. Watch the board as the odds change. Hurry—place your bet! The horses start out of the gate—race around the bend—then jockey for position on the straightaway. Which horse will win . . . place . . . show? For the next race, the computer changes the entries and if you want, even the track conditions! It's a different race every time!



BLACKJACK/POKER

KEN USTON



CASINO GAME CARTRIDGE

#2439 KEN USTON BLACKJACK/POKER

In this high stakes game, Ken Uston, the famous blackjack player, gives you tips and shares with you his casino skills. You're right at the game table with realism like never before! A fresh deck is opened—the dealer doles out the cards. Will you "hit" or "stand pat"? Then, try your skill at poker—name your game! Will you bluff, or do you hold the winning hand?



TUNNELS & TROLLS™



FANTASY GAME CARTRIDGE

#2441 TUNNELS & TROLLS™

This fantasy role-playing game for one to four players puts you into an adventure of the most fascinating kind. Your expedition involves your entrance into a mysterious dungeon made up of uncharted hallways and hidden chambers. You enter in search of priceless treasures. But—the underground is populated by monsters. Choose to fight or run! Select from a variety of weapons, cast magic spells or use your wits to defeat the monsters and claim the treasures! Will you emerge victorious?



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SMURF™

Rescue in Gargamel's™ Castle



ACTION GAME CARTRIDGE

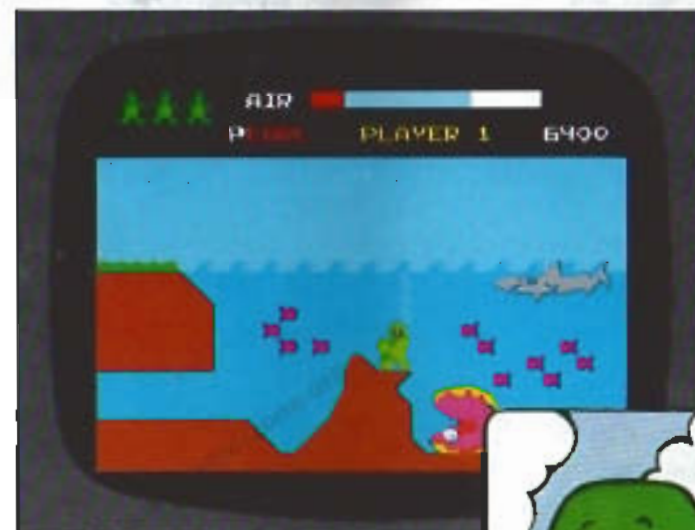
#2443 SMURF™ RESCUE IN GARGAMEL'S™ CASTLE

You control the actions of the SMURF™ who must save the Smurfette™ from Gargamel™. He must jump over and duck under natural obstacles, avoid dangerous animals and maintain his strength by snacking on hard-to-get berries. Will he rescue the Smurfette™ in time?



SMURF™, SMURFETTE™ AND GARGAMEL™ are the trademarks of Peyo © 1982 Licensed by Wallace Berrie & Co., Van Nuys, CA

MR. TURTLE™



ACTION GAME CARTRIDGE

#2432 MR. TURTLE™

In this fun-filled game, MR. TURTLE™ comes to life on the screen, but needs your help on his treasure hunt. His goal is to collect the prizes that are located both on land and under water. But—each prize is guarded by an animal, some fierce, some funny. MR. TURTLE™ must outwit the creatures to obtain each treasure and score point.



COLECO VISION™

EXPANSION MODULES

Expansion Module #1

#2405

With Expansion Module #1, you can enjoy the entire library of existing and future game cartridges that are compatible with the Atari® Video Computer System™, the Sears Video Arcade™ as well as the game cartridges made by Activision™—right in your ColecoVision™ system! Just slide the expansion module into the interface on the front of the ColecoVision™ console and insert the game cartridge of your choice!



Expansion Module #2

#2413

Expansion module #2 turns ColecoVision™ into the cockpit of a high performance race car and provides realistic sports action! The module comes with a table top console including a large arcade style steering wheel and an accelerator foot pedal that operates from the floor. The regular ColecoVision™ controller mounts in the driving module console and becomes the gear shift. The accelerator pedal is



stored within the console when it is not in use. Included with this module is the Turbo™ game cartridge. In this game, you control a car that must be driven through city streets and tunnels, down country roads and over bridges. While controlling the car's speed and direction, you must pass speeding cars, avoid treacherous obstacles—and still complete the course in record time! Other driving cartridges, for use with this module, will be available soon.

ColecoVision Personal Computer Expansion Module

This expansion module converts the ColecoVision™ system into a personal computer. Featured is an advanced keyboard which offers a wide variety of functions and many varied uses. This module will be available soon!



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COLECO

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